

Programs of Study for 2014-2015 Academic Year

For more information on the specific courses, please visit our career cluster webpage at http://tn.gov/education/cte/Career_Clusters/Career_Clusters.shtml

Marketing

Program of Study	Level 1	Level 2	Level 3	Level 4
Marketing Communication	Exploration of Organizational Leadership & Marketing	Marketing and Management I: Principles ¹	Business Communications -and/or- Marketing and Management II: Advanced Strategies	Advertising and Public Relations
Entrepreneurship	Exploration of Organizational Leadership & Marketing	Marketing and Management I: Principles ¹	Marketing and Management II: Advanced Strategies	Entrepreneurship ¹ -and/or- Virtual Enterprise International ¹
Merchandising	Exploration of Organizational Leadership & Marketing	Marketing and Management I: Principles ¹	Retail Operations ¹	Marketing Research and Analysis

¹ Satisfies ½ credit of Economics required for graduation.

Available courses for elective credit in this cluster: *Sports and Entertainment Marketing, Hospitality Management, Travel & Tourism, and Personal Finance*